

QUESTION 2

Why does Pittsburgh need a master plan for our urban forest and what are the goals for that plan? Think about this in terms of shared goals as well as specific ones from your own particular perspective.

Enhance Character of Our Landscape

TO PRESERVE +
ENHANCE CHARACTER
OF URBAN LANDSCAPE

KEEPING URB. FOREST
HEALTHY IS KEY TO
CITY'S IMAGE AS
CITY OF GREEN.

Maintainance
of Existing &
NEW TREES

Meeting the needs of Future
Generations, by creating a diverse
species rich urban forest

to sustain urban
forest for future

Bang For The Buck

Fiscal
responsibility

Greater bang
for buck ● ●

Put green infrastructure
on par with gray
infrastructure in terms of
\$ ●

To define innovative
financing strategies
for tree procurement +
maintenance

Better admin. of
Forest including
funding. ● ●

understand costs of
maintaining entire
urban forest.

for funding
\$

TO BRING ECONOMIC/FINANCIAL
RESOURCES TO THE TABLE
TO IMPLEMENT THE PLAN

Change Laws ● ● ● ●

MP needed to help change laws when needed

Framework provided

Sustainable / creative funding mechanism for municipal tree maintenance

Ensure planning for infrastructure transportation, etc. is not in conflict w/ plans for urban greening

We will have better chance of complying w/ ALCOPLAN consent decree affordably w/ a good ~~urban~~ urb. forest plan.

Whenever possible utility lines should be restricted to one side of a street. (many P&H streets have them on both sides)

Communicate Value of Urban Forest to a Broader Audience

Define the urban forest to the general public

Fundraising

To energize long-standing advocates

to increase awareness of the importance of trees in urban areas

Prioritize Across Groups (City, non-profit, private, Govt)

to involve all citizens in caring for & increasing extent of urban forest

MASTER PLAN CAN COMMUNICATE ON BEHALF OF / ABOUT THE URBAN FOREST TO A BROAD AUDIENCE

Enhanced Communication Effectiveness Between Interest Groups

One goal would be to educate the population about the importance of the urban forest

Incorporate Trees in All Aspects of City Functions

to enhance
quality of life

Community
Health

TO COORDINATE URBAN
FORESTRY EFFORTS W/
OTHER CITY OPEN SPACE
+ OTHER PLANS

^{THE} URBAN FOREST IS
CRUCIAL FOR THE
LIVABILITY OF THE
CITY OF PITTSBURGH

Quality of
Life

Trees are vital
infrastructure -
planning should increase
efficiency for managing
the resource

to incorporate trees
in all facets of
city functions
- planning, building, rd. maintenance
etc.

to address public
health issues

Equitable Tree Distribution

Identify specific goals for different neighborhoods

Will Allow For Strategic Planting Locations, Increase Overall UTC & Shade

To create/replace canopy in areas that have none or very little

Equitable distribution of new (and hopefully mature one day) trees

MASTER Plan ID: Benefits

The urban forest is important and a plan is needed to manage its development

RAISE PUBLIC AWARENESS & APPRECIATION OF TREES & THE WORK THEY DO, VALUE THEY PROVIDE

Honor and utilize existing tree resources

To provide proof and focus for promoting urban forests. To show and document benefits of urban forest

Master Plan will catalogue the many reasons why trees necessary.

INCREASE ECOSYSTEM SERVICES

TO IDENTIFY THE ECOLOGICAL
HEALTH OF OUR CURRENT
FOREST + WAYS IT CAN
BE IMPROVED

↓ stormwater
overflows

↓ # of slides on
our hillsides

Increase Ecosystem
Services / Benefits

etc.
All-social, env., Ecolog.

Increase Environmental
Quality of City.

EQUITY in TREES ●●●

Increase
Biodiversity

MAKING SOME
EFFORT TOWARD
DIVERSE SPECIES

Environmental Justice
without a plan, the
greenest neighborhoods
will get greener, poorest/
least tree won't.

A PLAN FOR URBAN
TREES BASED ON SOMETHING
~~OTHER~~ OTHER THAN
WEALTH & RESOURCES

From goals
come \$/resources
build support for
funding

Provide ALL
neighborhoods
with trees.

~~IN~~

TO KNOW WHAT WE HAVE / WHAT'S POSSIBLE

To emphasize importance
of trees to everyone
working in the public
realm

GOALS: IDENTIFY AREAS WHERE
FOREST ^{TREES} CAN BE + REGENERATE
W/ WHERE IT SHOULD BE FOR
MULTIPLE BENEFITS (STORMWATER,
HEAT ISLAND, ETC. REAL ESTATE
VALUES)

Plan will help
to broaden scope
of FPOF + partners'
efforts.

- ~~A~~
- Implementing
tree planting &
maintenance
activities

Goal:
How trees should
be planted

PROACTIVE & STRATEGIC

Provide ~~good~~ strong
strategic
tree policy

To set ambitious
goals for increasing
our tree canopy & detail
path to reach them

PLANNED VS.
HAPHAZARD FOREST
MANAGEMENT ENSURES
'SUFFICIENT' URBAN FOREST

Goal:

Policy recommend-
ations

to make
~~good~~
decisions

Need a shared vision
to move forward.

Understand more fully
what needs to be restored
& then maintained

Provide a road map
for urban canopy preser-
vation & restoration

Hold politicians accountable.

Shared, Citywide Vision



focus on areas
of most need

Common vision for
future

To inspire community
to ~~start~~ think big,
set goals, vision

FOCUS
(have some)

Vision Alignment
from diverse stakeholders


Pgh needs a master
plan because it
does not have one

TO EMBED A SHARED
VISION OF THE FUTURE
CITY-WIDE

~~\$~~ FUNDING

Goal:

Prioritize
Funding
Needs

Assure City govt. commitment
to trees (\$\$ and 
person power)


To align resources around
specific goals/geographies

Lay out the
Funding
Priorities
clearly

- Raise funds
for urban forestry
work

To compete for
public resources,
apply for funding sources
with best resource planning.

Plan can
leverage \$ +
resources

to fully communicate the
economic benefits of the
ecosystem services provided
by urban canopy 

TO COORDINATE LOCAL PLANNING EFFORTS

Get consensus about difficult/tricky subjects

MASTER PLAN NEEDED
TO KEEP ^{POLITICIANS} ON TRACK AS THEY COME & GO. STABILIZE THE EFFORTS THROUGH A SOLID FOUNDATION.
(THE PLAN)

coordinate
the organization,
neighborhoods together.
Build partnerships,
VOICE, POWER

Determine effective + efficient tree investments (provision + maintenance)

To align the agendas of various tree-related public, non-profit and private stakeholders

Failing to plan is planning to fail.

to make sure urban forest goals are compatible and/or accounted for in other planning efforts

Coordination

MP will provide
Sound Judgment in
Selection of trees and
Actions Moving
forward


CAST WIDE NET
to consider
REGIONAL needs.

THERE'S SO MUCH
TO DO, WE NEED TO
FIGURE OUT WHAT TO
DO, IN WHAT ORDER.

coordinate work
of City of Pitts. with
that of rest of state

KEEP TO GUIDE
THE BOAT.

Increase
the urban
Canopy.



Stewardship Standards/Defining "Standard"

to create accountability
for forest health
City-wide

to maintain +
increase what we
have

Sustainability

Management

Spatially accurate and
professionally accredited ●

Will provide connections
to Parks/Greenspaces
By for ALL citizens

EDUCATION

DIVERSITY
TREES
NEIGHBORHOODS

"Standard"

ECOLOGICAL
ENHANCEMENTS

Rules described

Include ^⑨
stewardship
standards

To IMPROVE OUR ASSETS ●

TREES ~~SAY~~ ^{ARE} AN
ASSET OR LIABILITY
TO PGH.

- GOAL → ID ~~STAKE~~ ^{STAKE} HOLDERS
& WORK COOPERATIVELY
TO IMPROVE ASSET.

set
management
standards

Plan will position
trees as a method
to address stormwater
& air quality issues

Provide ~~about~~ attractive
communities

Build city's
reputation / attraction.

CONTINUOUS EDUC.
OPPORTUNITY!!

UNDERSTAND & MANAGE
CHALLENGES OF ALL
STAKEHOLDERS.

WITHOUT VISION, People Perish

Increased
Awareness
(Buy-In)

Cohesive
Coherent vision
for municipal +
non-profit leaders

Need to set goals
for a productive urban forest
not just an arbitrary #.

Without vision...
The people perish

UNIFIES
PEOPLE
NEIGHBORHOODS
CREATES COMMON GROUND

TO CREATE
A VISION FOR THE
^
SHARED URBAN
FOREST
OF THE
FUTURE

KNOW WHAT WE HAVE

determine
abundance/
density
of trees
geographically

Provide evidence
for good strategic
tree policy

Know what we have
both @ fine & coarse
scale

- identify needs

- staff
- \$
- Resources

Set tree canopy goal.

as a baseline
to track
progress

to guide
inventory
efforts

Provide information
for other plans -
place U.P. Budget
on Decision Radar
of Admin of city.

goal
setting

GOALS Mark Your Progress

Organization /
clarity

...SO WE WILL
STAY FOCUSED
ON OUR GOALS

- To keep all parties
working together
and not duplicating
efforts

Create shared
responsibility

To enhance and
maintain Urban forest
into the Distant
future

GOAL:
↑ tree canopy by
— %

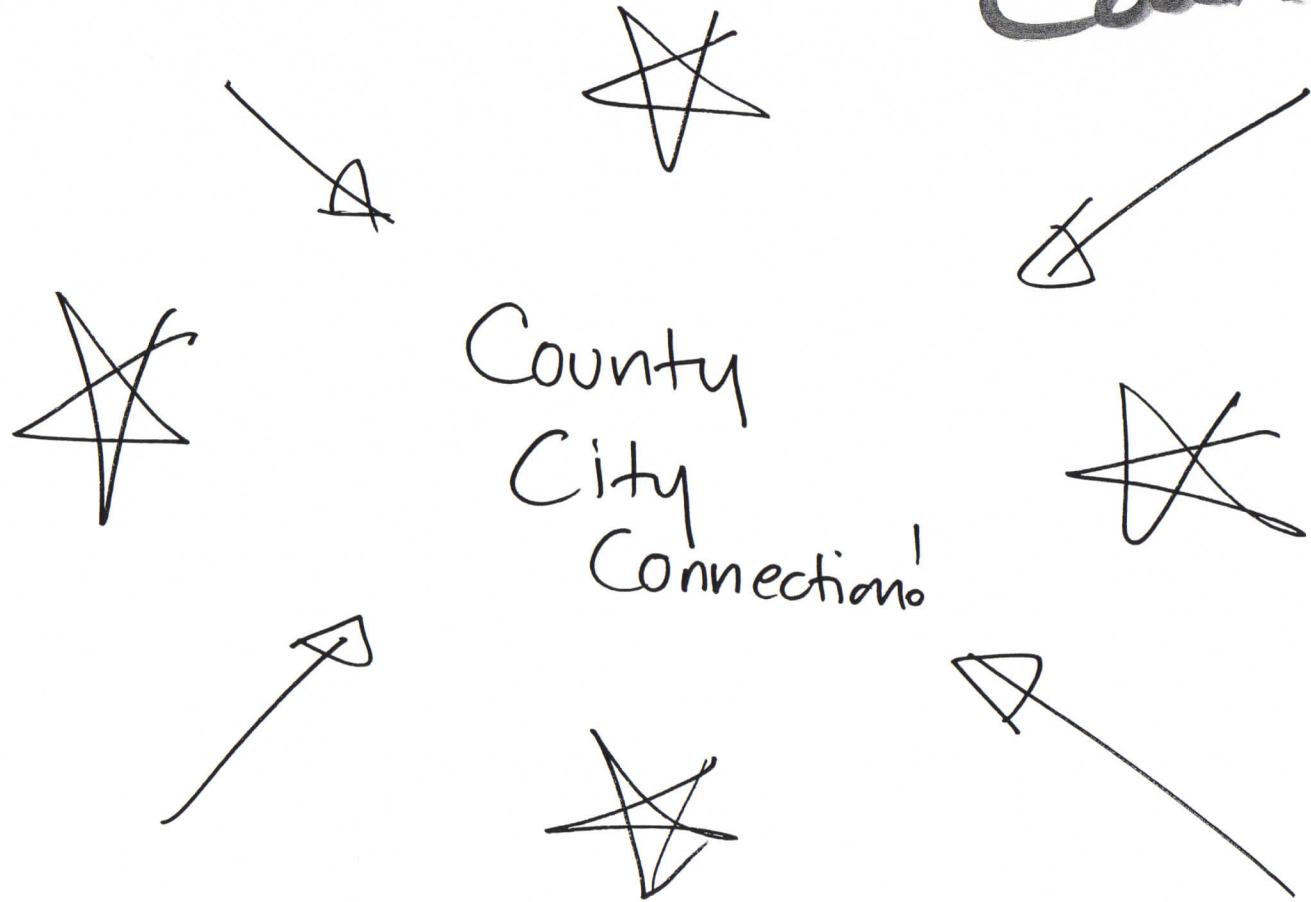
GOAL:
● ↓ invasive
species by — %
(how do we measure
this?)

TO CHART THE COURSE
FOR ACHIEVING GOALS

REQUIRED TO
JUDGE PROGRESS /
SUCCESS / FAILURE

So we all move
together towards the
Same Goals

Broaden Goals to Include County



Urban Forests Viability / Credibility

Provide mgmt tools
AND Priorities For
Tree Maintenance

TO IDENTIFY MEASURABLE
GOALS OR OUTCOMES
FOR SUCCESS IN EFFORTS

Education (of the
masses)

BEAUTY

TO ASSESS OPPORTUNITIES
FOR FUTURE ACTION

TO REFLECT UPON
PAST SUCCESSES/
FAILURES / CHALLENGES
(AND BENCHMARK)

better. communicat-
ion w/ public

Promote
Conservation

Build
greater
awareness

Climate Change

£ Global climate change is happening, need to mitigate w/ urban forest-

TO PREPARE FOR
CLIMATE CHANGE

OFFSET
CLIMATE Δ

So we plant trees with
Climate Change (CC)
in mind

Reduce the
Urban Heat
Island

MISC

To create a literally
greener city

MP needed to
measure our success +
what we can do
better

goal #1
Tree canopy goal
of $x\%$ *

* TBD

Adopt a tree program -
1 neighbor - 1 tree

determine how to
increase urban
tree
canopy

● Plan for more planting
on private property /
residential + institutional,
commercial

TO IDENTIFY DIFFERENT
WAYS TO ENHANCE THE
URBAN FOREST

(DIVERSE ACTIONS/
PRACTICES)

MASTER PLAN CAN HELP
W/ FUNDRAISING FOR
THE URBAN FOREST
EFFORTS

TO MAINTAIN UTC

determine ^{+ recommend} how
to maintain
urban
tree
canopy

Better recognize
tree planting
priorities and
standards.

Make city safer
through tree
maintenance and
removal standards.

Goal:
How trees should
be maintained

~~Canopy~~ ↑ urban forest/
tree
canopy

Trees Make It Better

IMPROVE ENVIRONMENTAL
QUALITY THRU
Benefits of URB. FOREST

To focus non-conserv
efforts towards promotion
of urban forests

MORE TREES =
BETTER AIR, BETTER
WATER, BETTER VIEWS.

TREE PROVIDE SO MANY
BENEFITS, WE SHOULD
NOT IGNORE THEM.

Habitat in urban context

Manage Development!

to think @ using
vacant / open space
for trees

Preservation

City is creating a
Comprehensive Plan

That includes Open Space
Among other elements
Urban Forest PLAYS A
ROLE in each element

Components =
incremental steps

The goals would
be to logically and
realistly improve
the urban forest

Alignment w/ CSO
reduction master plan

Alignment w/ Statewide
(PennDot) highway planting
and maintenance plans

Alignment w/ County
right sizing / development
plan

Business model for
School / Housing Authority
Planting / maintenance plans

ENVIRONMENTAL JUSTICE / EQUITY

Goal:

Where trees
need to be
planted.

To create more
equitable distribution
of trees citywide

Environmental Justice.

Incorporated trees in all aspects of city Fin's

UNDERSTAND
THE PRESENT
MAKE FUTURE
BETTER

Environmental + Social
awareness of trees importance
in Urban Environments

to guide development
with trees/urban
forestry in mind

to address our
air quality
issues
(better air quality)

BMP's defined and
enforced for every
public/private sector
(PWSA, DPW, PAT, PennDot, zoning, etc.)

to address stormwater
issues

VOLUNTEERISM + CIVIC ENV.

Improve public stewardship
of trees.

Shame large/prominent
organizations into increasing
tree canopy.

as an outreach
tool to get
support from ~~the~~ the
public

to get community
input + buy in. in the
tree planning process.

UTC goal can
be used to educate
& engage public +
Policy makers

Provide opportunities
for volunteerism
and civic environ-
mentalism

Business Model for Municipal Composting

Wood
Re-Use

Business model for municipal
composting

TO GAIN POLITICAL SUPPORT

Publicize benefits
& needs for trees
in an urban
environment.

Stress value of trees

THE PLAN WILL ALLOW
FOR A SENSE OF
CREDIBILITY ^{INTEGRITY} IN REGARD
TO FUNDING, IMPLEMENTATION

- advocacy

- legitimize urban
forestry work in
Pittsburgh

Galvanize public
support.

to garner political
support for
the urban forest

- Education

MP needed for
political reasons

Pests

TO ADDRESS PESTS
+ DISEASE (EAB)
with prevention +
response strategies

DEER
MNGMNT

So we plant
trees with future
forest Pests in
mind. or CG

impact of wh. tailed
deer + INV. insects, &
INV. plants

ID NPO Partners/Empowerment

Coordinate
Efforts

Identification of NPO
Partners for each goal
and empowerment to
achieve goal

Raise visibility
of urban forest
among citizens +
decision makers

Prioritize
competing
goals

to ~~bring~~ encourage
cooperation among
different stakeholders

M.P. necessary for
buy-in from all
interested parties

for long-term
stability

(personal changes,
political leadership)

Set tree canopy goals
by land use.

MAKE BEST USE RESOURCES

Stormwater mgmt., air
quality

Energy conservation

RAISE ALL AROUND
AWARENESS.

GAIN \uparrow ACCEPTANCE
THRU PARTNERSHIPS.

- Make best use
of resources

Need plan ~~to~~ ⁱⁿ
order to use limited
\$ + resources
wisely

Restore Indigenous Species

Save precious
natural resources

INVASIVE SPECIES ARE
CHANGING/REPLACING
OUR NATURAL HERITAGE,
SPECIES DIVERSITY.

Establish and
sustain canopy cover
→
in perpetuity

Plan will inform
species selection
to ↑ biodiversity

REGENERATE NATIVE
SPP

Importance of
species diversity -
will be best achieved
by planning.

INCREASE
TREE DIVERSITY

COORDINATION

Use
staff / volunteers
wisely

Streamline
operations

SHARED GOALS
NEED COORDINATION

Cohereance
of
effort

Coordinate
\$ & effort

A CITY TREE PLAN
CAN EVENTUALLY COORDINATE
WITH LARGER (COUNTY?)
TREE PLAN. (WELL, POSSIBLY)

MATCHING RESOURCES
TO NEEDS
(implementation)

Multiple neighbor-
hood
plans need urban
forestry planning
tool

figure out common
vision among
many players

MISC.

Understand
Current
Circumstances

TO UNDERSTAND
WHAT WE HAVE
NOW

Plan could help
emphasize importance
of maintenance of
mature trees if we are
to reach our goals.

Because trees
are not adequately
valued by our
elected leaders.

Need long-term
strategy since
trees always dying
or being killed

GOAL -

Encourage people to
walk & shop locally
by making streetscapes
more inviting.

Planning Process
will help produce ^{de-}_{tailed}
rationale needed to
enact a better tree
ordinance.

PGH Has No Master Plan

Mgmt Needs

A SYSTEMATIC APPROACH
IS NECESSARY TO HAVE
A SUCCESSFUL PLAN

What does Success
look like?

(Define Success)

Planting Goals

Clear &
measurable
goals

Include ^④
planting goals
(% or #)

Make no little
plans - DH
Burnham

Cognitive map

Help with
prioritization of
planting + mgmt.